The New York Ledger

Announcement

For 1890

Robert Bonner's Sons

Publishers

Cor. William & Spruce Sts.

New York City

Characteristic Features of the Ledger.

THE *Ledger* directs its efforts towards crowding out that trashy and injurious literature which is poisoning the mind of American youth. The *Ledger* appeals to the intelligence of the people, and depends for its support on that taste which prevails for innocent and amusing entertainment and healthful instruction.

The forthcoming volume will encourage an appetite for interesting information by furnishing hundreds of articles on topics of interest to every member of the household, from the pens of the most eminent and distinguished writers whom experienced judgment and a lavish expenditure of money could secure.

The *Ledger* is edited with the most diligent care, and every caution is exercised that the moral influence of every syllable shall be elevating.

The subscription price, taken in connection with the high literary order and the vast quantity of matter given, makes the price of the *Ledger* more moderate than that of any other periodical published.

The subscription price of all other high-class weekly papers of a similar size (sixteen pages), is twice as much as that of the *Ledger*.

The illustrations are made by celebrated artists.

Subscription Price.

The subscription price of the "Ledger" is only $2 a year.

Send Money Order, Registered Letter or Check at our risk to

ROBERT BONNER'S SONS, Editors and Proprietors,

COR. WILLIAM AND SPRUCE STREETS,

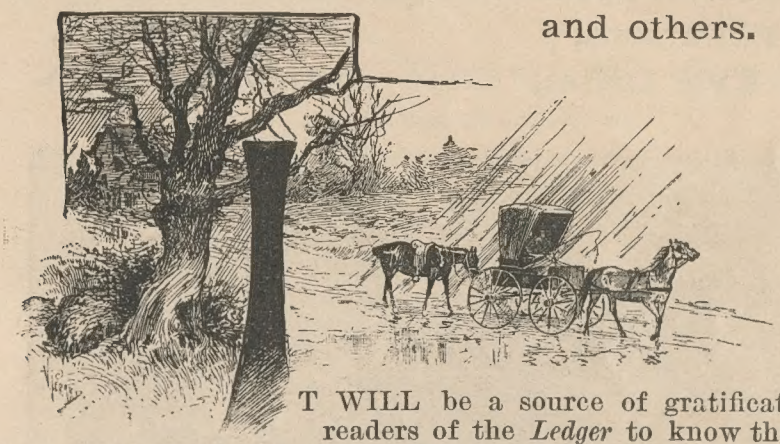
New York City.

ILLUSTRATED SERIAL STORIES

Will be Contributed During the Year

BY

Frances Hodgson Burnett,
Anna Katharine Green,
Elizabeth Stuart Phelps,
Robert Louis Stevenson,
Col. Thomas W. Knox,
Albion W. Tourgee,
Prof. W. C. Kitchin,
Robert Grant,
Frank H. Converse,
Harold Frederic,
and others.



IT WILL be a source of gratification to the readers of the *Ledger* to know that, in these days of trashy and injurious literature, the *Ledger*, in its efforts to crowd out this poisonous matter, has gathered to its columns writers of such pure, wholesome and entertaining serial stories as Mrs. Frances Hodgson Burnett, whose "Little Lord Fauntleroy" has charmed so many home circles; Elizabeth Stuart Phelps, whose "Gates Ajar" is one of the most remarkable pen products of the century; Robert Louis Stevenson, whose "Dr. Jekyl and Mr. Hyde" is one of the weirdest and most original studies of duplicity in human nature; Judge Tourgee, whose "Fool's Errand" is known wherever English is read; Prof. W. C. Kitchin, whose Japanese writings are something new in literature; Robert Grant, whose "Jack Hall" appeals irresistibly to school-children and their parents; Frank H. Converse, whose juvenile stories are unexcelled; Col. Knox, who is unequalled in transcribing to paper the peculiar coloring of the odd and dangerous corners of the globe to which he has penetrated.

ILLUSTRATED SHORT STORIES

Complete in Each Number.

HUNDREDS of short stories will be given during the year from the pens of such familiar and fascinating authors as the following:

Madeleine Vinton Dahlgren,
The Marquise Lanza,
Julian Hawthorne,
Harriet Prescott Spofford,
George F. Parsons,
Mary Kyle Dallas,
Col. Thos. W. Knox,
Margaret Deland,
Harold Frederic,
Clara Whitridge,
Marion Harland,
Amy Randolph.

CONTINUED ARTICLES.

THESE articles were written especially for the *Ledger* by writers whose reputation and capability establish them as the persons most eminently fitted to treat that particular subject assigned to each.

The Hon. George Bancroft

Contributes three articles on

The Battle of Lake Erie.

The most venerable of living American historians tells the tale of the battle of Lake Erie with such simplicity and power that the reader is filled with the most intense interest from the beginning to the end. These articles will be elaborately illustrated by celebrated artists.

The Hon. Henry W. Grady

Furnishes six articles on

The Wonderful Development of the New South.

This vital fact—"The Development of the New South"—is handled by Mr. Grady in the most masterly and eloquent manner, and we are sure that his articles will prove of absorbing interest.

Miss Maria Parloa

Contributes six articles on

American Cookery.

These articles explain why American cookery is imperfect, and give some ways by which it may be improved and economy practiced.

James Parton

Contributes a series of articles on

Incidents in the Life of Andrew Jackson.

Rev. John R. Paxton, D. D.,

Contributes six sketches on

Experiences in My Army Life.

STRANGE TIDINGS FROM UNFREQUENTED LANDS.

Africa--British America--Siberia.

Herbert Ward, Stanley's Companion.

A series of eight articles.

Herbert Ward is one of the few white men connected with Stanley's African explorations who has ever returned alive from "the Dark Continent." Mr. Ward's articles, running through eight numbers of the *Ledger*, are of the most intensely interesting description, and cover five years of his adventures in Africa, and they will be illustrated by sketches made by Mr. Ward, and by the reproduction of photographs taken by him in Africa. These pictures will throw much light upon the manners and customs of the hitherto unknown cannibal tribes of Africa.

Life in British America, *By Rev. E. R. Young.*

A series of fifteen sketches.

Being the adventures and experiences of Rev. E. R. Young, the celebrated missionary, and his wife during their residence in the Wild North, Land twelve hundred miles north of St. Paul, in which Dr. Young narrates how he tamed and taught the native wild Indians of the Northwest; how he equipped himself for and how he made his perilous sledging and hazardous canoe trips when visiting all the Indian settlements within five hundred miles of his home.

Nihilism in Russia, *By Leo Hartmann, Nihilist.*

A series of twelve articles.

Leo Hartmann, a fugitive from Russian authorities, has been connected with the most daring feats of the Russian Nihilists. Mr. Hartmann shows how the intelligent people of Russia are becoming Nihilists in consequence of the despotism of the form of government. A participant in plots to kill the Czar, such as the blowing up of the Winter Palace, he is able to give true information as to how this and other great schemes were accomplished. The situation in Russia is sufficient to increase the love of every true American for our form of government.

HERBERT WARD.

Extra Illustrated Souvenirs

Sent Free to All Subscribers.

First among these illustrated extra souvenirs, which will be given free to every subscriber, will be a poem by

John G. Whittier,

Illustrated by Howard Pyle and engraved by Messrs. H. Wolf, R. G. Tietze and E. A. Clement.

In the issue of the *Ledger* previous to the Whittier souvenir will be a facsimile reproduction of Mr. Whittier's letter written to Robert Bonner's Sons in his eighty-second year. The vigor shown in the handwriting makes a copy of this letter a curiosity that should find its way into every scrap-book as a personal memento of the most venerable of our American poets.

The next souvenir will be a beautifully illustrated poem by

James Russell Lowell.

The small picture on this page gives but a faint idea of Mr. H. Wolf's engraving, from a colored oil painting, painted expressly for the *Ledger*.

Sketches of Popular Information.

Hybernation, or Winter Sleep of Animals,
Prof. G. L. Vibert.

Account of the Great Hurricane in Barbadoes,
William Roberts.

The Migration of Animals,
Prof. S. M. Wayland.

Pecularities of the Cat,
Irving Rodman.

The Great Cave Guacharo,
Richard Hallam.

Mosquitology,
Dr. Felix L. Oswald.

Down Among the Fishes, *C. F. Holder.*

The Wonders of the Silk-worm,
Horace Gale Horton.

Phenomena of Moving Sand-hills,
Donald L. Wilber.

American School at Athens,
C. D. Buck, Ph. D.

String Alphabets,
M. L. Morrison.

Strange Formation and Disappearance of a Volcanic Island in the Mediterranean,
Capt. Marvin Newbold.

The Parental Affection of the Whale,
Prof. George Burdock.

REV. E. R. YOUNG.

Impressive Papers.

THESE papers are a medium through which the readers of the *Ledger* will be entertained by many of the most eminent men of the day, and they will contain a great amount of useful and instructive matter on topics of universal value. The benefit derived from these articles will in itself compensate any one for the price of the *Ledger*.

The Journeyings of a Journalist: a series of papers on the experience of the author during his travels around the globe. Mr. Halstead, in his various journeys, met the most distinguished persons and mingled in some of the most important scenes both in the Old World and the New, and he relates his experiences with graphic power.

Murat Halstead.

On the Border Land of Religion: a series of papers on the present state of religious thought and development.

Rev. Dr. James McCosh.

A Day With Lord Byron: the outcome of a day spent by the author with England's most picturesque poet.

Hon. George Bancroft.

Egypt--Ancient and Modern: how Egypt fell into a state of ruinous distraction, consequent on the decline of the Roman government, and how every species of barbaric rudeness superseded the refined habits of the people.

Prof. Eliot Blauvelt.

The Lopez Expedition: the first of a series of articles descriptive of thrilling historical episodes.

Rev. Dr. Henry M. Field.

Other Impressive Papers. Many other highly instructive and entertaining papers are in preparation by

M. W. Hazeltine, E. L. Godkin, Rev. Dr. John Hall,

James Parton, Prof. W. C. Kitchin, Rev. Emory J. Haynes,

George Frederic Parsons, and others.

EMINENT CONTRIBUTORS.

THE following is a partial list of eminent writers who will contribute to the *Ledger* during the year 1890, or who have contributed to the *Ledger* some time during their lives:

John G. Whittier,
James Russell Lowell,
H. W. Longfellow,
William Cullen Bryant,

Elizabeth Stuart Phelps,
Harriet Prescott Spofford,
Margaret Deland,
Marion Harland,

Lord Tennyson,
John G. Saxe,
George D. Prentice,
Robert Louis Stevenson,

Mrs. Dr. Howard Crosby,
Mrs. Sigourney,
Frances Hodgson Burnett,
Fanny Fern,

Edward Everett,
Hon. Henry W. Grady,
Hon. George Bancroft,
Rev. Dr. James McCosh,

Maria Parloa,
Alice Cary,
Phebe Cary,
Ethel Lynn Beers,

Edward Everett Hale,
Charles Dickens,
Rev. Dr. John Hall,
Julian Hawthorne,

Madeleine Vinton Dahlgren,
The Marquise Lanza,
Anna Katharine Green,
Mrs. Horace Mann,

M. W. Hazeltine,
Col. Thomas W. Knox,
Rev. Dr. H. M. Field,
James Parton,

Mrs. Jessie Benton Fremont,
Murat Halstead,
E. L. Godkin,
Bishop Clark,

John S. C. Abbott,
N. P. Willis,
Emory J. Haynes,
James Gordon Bennett,

George F. Parsons,
Mark Hopkins,
Horace Greeley,
Henry J. Raymond

Miscellaneous Articles.

Throughout the year the *Ledger* will contain hundreds of miscellaneous articles that cannot be classed under any general caption. These sketches will supply our readers with a variety of wholesome reading which, while it will be presented in an interesting and entertaining form, will at the same time embody an amount of beneficial information and instruction that will be of inestimable value to those who are in search of something instructive and useful.

Prof. J. H. Comstock, of Cornell University, will contribute a series of six useful papers on the study of insects. Prof. Comstock treats of bugs that are useful to the agriculturist, as well as of those that are destructive. He points out in the clearest scientific way how to destroy the pests of our grain, rice and cotton fields, of our orchards, our gardens and our vineyards. His articles are of inestimable value.

Florence Howe Hall will treat of Helen Keller, the Deaf, Dumb and Blind Prodigy. This article will be accompanied by a fac-simile reproduction of a letter written by Helen Keller.

Prof. Alexander M. Stevens will explain the manners and customs of the Moki Pueblos, a peculiarly strange tribe of Arizona Indians. The characteristics of this tribe of Indians are truly unique.

Dr. Felix L. Oswald is, by special arrangements, contributing a series of popular scientific sketches. These articles will embrace the observations of the writer during his investigations into unfamiliar phenomena connected with the most interesting and strangest branches of natural history and occult science.

C. F. Holder contributes an extended series of articles on singular aspects of animal life on sea and land. His articles are entertaining, fascinating and brimful of instructive information.

OTHER ATTRACTIVE FEATURES.

IN the limited space of this calendar announcement, it is difficult to give an adequate idea of the vast amount of valuable matter the *Ledger* will contain. A liberal supply of the following will be given throughout the fifty-two numbers of the year:

Editorials——Each week the *Ledger* will contain spicy editorials on timely topics and current events by the leading editorial writers of the day.

Science Items.

Answers to Correspondence.

Anecdotes.

Household Articles.

Biographical Sketches.

Wit and Humor.

Historical Sketches.

Poems and Ballads.

Sketches of Travel and Adventure.

Conclusion.

SINCE enlarging the *Ledger* to sixteen pages, printing it on fine super-calendered paper and embellishing it with artistic features, the editors have been asked: Why did you not increase the price to four dollars instead of reducing it to two dollars? The answer is: We do not think that four dollars for a paper is a price within the means of the people. All intelligent people are not wealthy, but all intelligent people can secure through the *Ledger* a greater quantity and variety of high class matter than they can possibly obtain in any other way for so little money.

1890

COMPLIMENTS OF

THE NEW YORK LEDGER

CALENDAR 1890

JANUARY

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ROBERT BONNER'S SONS

PUBLISHERS

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